

### **MEDIA ALERT**

#### FOR IMMEDIATE RELEASE

Contact: J Merriman, Communications Manager
jmerriman@ktmb.org I 775.851.5185
Find out more about the KTMB Litter Survey at ktmb.org/litter-survey
For studies about litter/dumping and the economy, visit http://ktmb.org/important

## Truckee Meadows sees great improvement in key littered areas

KTMB Litter Survey provides data to local and national agencies

RENO, NV (Sept.4, 2013) – Keep Truckee Meadows Beautiful volunteers found the Truckee Meadows slightly cleaner than in 2012 during the KTMB Litter Survey tonight, but key areas prone to litter – northeast Reno, Spanish Springs and Sun Valley – showed great improvement. Pyramid Way, another hot spot for blown trash and illegal dumping, fell from a 4 – the top of the scale, meaning "illegal dump sites present" – all the way down to a 1.5.

"We have a lot of caring people in our community who have noticed trash in their neighborhoods and are really stepping up to make our home better for everyone," said KTMB executive director Christi Cakiroglu. "With programs like the KTMB Litter Survey, we can also raise awareness about the wide-ranging health and economic impacts litter and illegal dumping have on our community."

Unfortunately, many open space areas like Golden Valley, Hidden Valley and Keystone Canyon had more trash than in previous years. Still, they are improving from the first year KTMB tracked open space areas, when they were all classified as illegal dump sites.

"Through coalitions like the Illegal Dumping Task Force, we move beyond cleanups and offer community education and economic alternatives," said KTMB Program Manager Jaime Souza. "As an organization, Keep Truckee Meadows Beautiful mobilizes thousands of volunteers to clean up litter and dump sites, but if we want to be a truly healthy community, we have to help residents understand the real drain on our economy and quality of life these problems create."

The KTMB Litter Survey provides data to local municipalities as well as Keep America Beautiful's national Litter Survey. With this data, city and county agencies can pinpoint problem litter, graffiti and dumping areas and better use and secure funding. Areas to survey are chosen to reflect population and land use, and are rated on a 1-to-4 scale, with 1 meaning "virtually no litter observed" and 4 meaning "illegal dump sites present".

The KTMB Litter Survey is supported by a grant from The Thelma B. and Thomas P. Hart Foundation.

###

Keep Truckee Meadows Beautiful is private nonprofit supported by community donations dedicated to creating a cleaner, more beautiful region through education and active community involvement. To find out how you can help, call 851.5185 or visit www.ktmb.org.



# **Truckee Meadows Litter Survey Results**

Area	2001	2006	2010	2011	2012	2013
Neighborhoods						
Southeast CAB	2.4	1.1	1	1.1	1	1.1
Southeast (NAB)	3.8	1.2	1.3	1.2	1.1	1.6
Northwest	2.4	1.1	1.1	1.4	1	1.3
Old NW (West University)	2.7	1.7	1.2	1.1	1.2	1.3
Southwest CAB	1.4	1.2	1.3	1.2	1	1.2
Galena	1.7	1.5	1.2	1.2	1.9	1.1
Old Southwest (Ward 1)	1.3	1.7	1	1.1	1.2	1.6
Verdi (West CAB)	1.1	1.1	1.1	1.3	1.4	1.3
Southwest (Ward 2)	1.7	1.4	1	1.3	1.1	1.4
Northeast Reno NAB	2.9	2.1	1.3	1.9	2.4	1.3
Spanish Springs	3.8	1.3	2	1.1	1.6	1.1
Sparks	2.8	1.8	1.6	1.2	2.1	1.5
Sun Valley (CAB)	3.8	2.1	2.5	2.3	2.4	1.1
North Valleys (NAB)	3	1.4	1.5	1.8	2.1	1.8
Cold Springs	Х	1.2	1.4	1.1	1.1	1.1
Subtotal	2.4	1.5	1.4	1.4	1.5	1.3
Open Spaces						
Pyramid Way	Х	4	2	1	4	1.5
Golden Valley	Х	4	1.6	1	1.5	2
Hidden Valley	х	4	2	1	1.5	3
Horizon Hills	Х	4	1	2	1	1
Keystone Canyon	х	4	1	1	1.2	2
Subtotal		4	1.5	1.2	1.8	1.9
Freeways						
395 South	Х	x	1	1	1	1
395 Central	Х	х	1.5	1	3	2
395 North	x	х	1.5	1	1	1
I-80 East	х	х	2	1	2	1
I-80 West	Х	х	2	2	1.5	2.5
Subtotal			1.6	1.2	1.7	1.6
<b>OVERALL SCORE</b>			1.5	1.4	1.7	<b>1.6</b>

### WHAT THE NUMBERS MEAN:

<sup>1=</sup> No Litter; Virtually no litter can be observed.

<sup>2=</sup> Slightly Littered; Upon careful inspection, a small amount of litter is obvious.

<sup>3=</sup> Littered; Visible litter can readily be seen throughout the area, likely requiring an organized cleanup.

<sup>4=</sup> Extremely Littered; Major illegal dumpsites are present, requiring equipment or extra manpower for removal.